



**A STUDY ON INTEGRATED MARKETING COMMUNICATION (IMC)  
INFLUENCES BRAND AWARENESS OF TM POINT SENAWANG,  
SEREMBAN.**

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**JANUARY 2014**

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**Submitted in Partial Fulfillment**

**Of the Requirement for the**

**Bachelor of Business Administration**

**(Hons) Marketing**

**Faculty of Business Management**

**UiTM, Melaka**

**JANUARY 2014**



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**“DECLARATION OF ORIGINAL OF WORK”**

I, NURZEELA BINTI RAZALI, (I/C Number: 891122-05-5168)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the results of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

10 JANUARY 2014

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi Mara  
Melaka City Campus  
110 Off Jalan Hang Tuah  
75300 Melaka.

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled 'A STUDY ON INTEGRATED MARKETING COMMUNICATION (IMC) INFLUENCES BRAND AWARENESS OF TM POINT SENAWANG, SEREMBAN ' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

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NURZEELA BINTI RAZALI

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Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

The purpose of this study is to determine the factors that affecting the brand awareness of TM Point Senawang, Seremban. For this study the researcher chooses 100 respondents among the people and also the customer of TM Points itself. The objectives of this study aims to determine the relationship between advertising and brand awareness, to determine the relationship between promotion and brand awareness, to determine the relationship between personal selling and brand awareness and to examine the most contributing factor between brand awareness and IMC. Besides that, this study is a quantitative research study whereby the findings of the study were analyzed by using the Statistical Package for the Social Sciences (SPSS). Next, the data collected in this study is analyzed by using frequency, descriptive analysis, reliability, Pearson's and correlation analysis in order to achieve the research objectives. Eventually, this study discovered that most of the respondents were female, the range of respondent age were 20 to 25 years old, the occupation mostly students, the education level among the respondent were Stpm/diploma and last but not least the income range is less than RM1500. There is also recommendation in this study which to improve the limitation of the study.